



Amplifying our Voice: **A Communications Boot Camp**

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A JOINT VENTURE OF
OGILVY PUBLIC RELATIONS
& MICHAEL BAKER JR., INC.

Power of First Impressions



University of Michigan

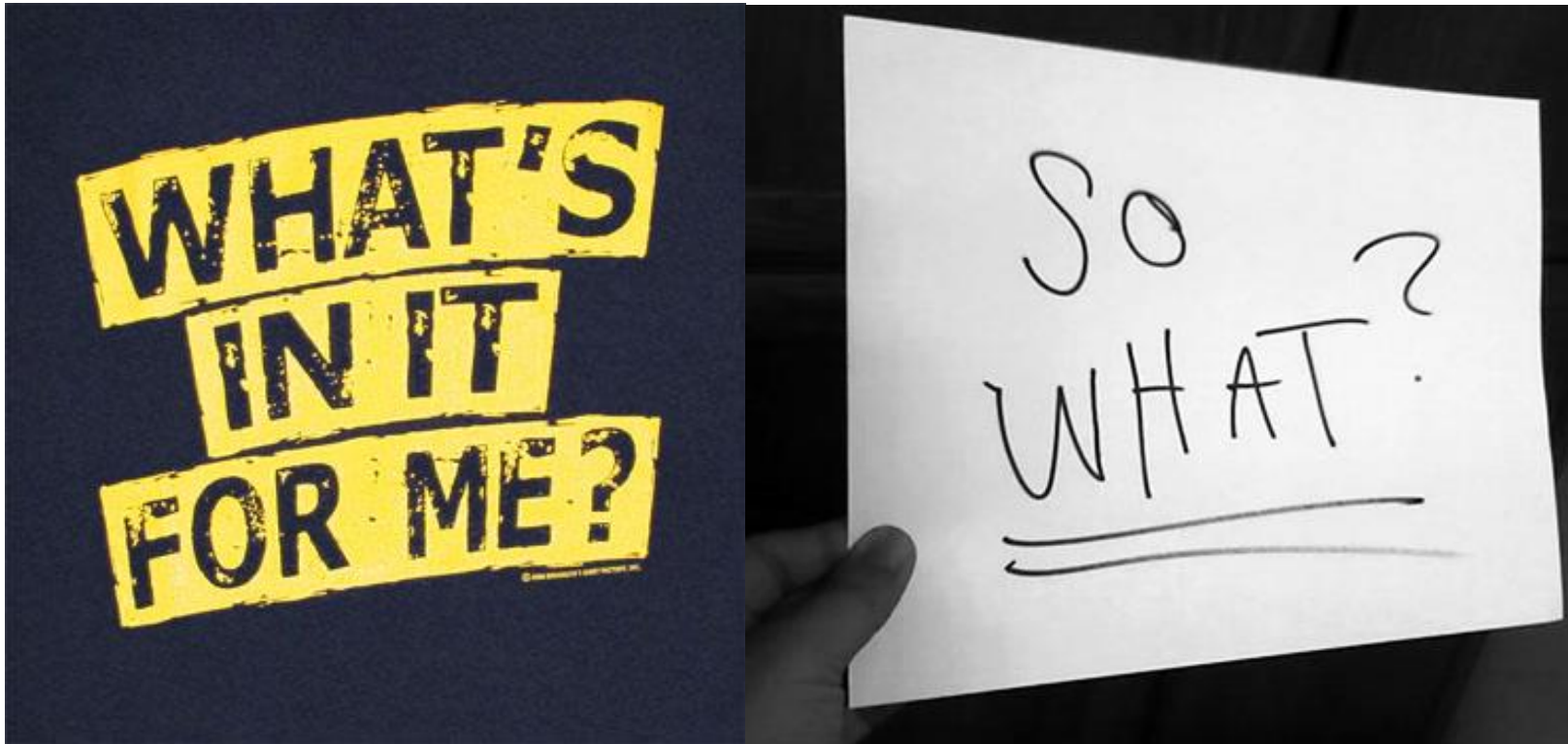
11 in **7** NYU researchers found we make 11 major decisions about a person within the first 7 seconds of meeting them...

Maggie's Basic Rules

- ▶ **The Power of Manners**
- ▶ **A Clothing Point System**
- ▶ **Something of Yourself**
- ▶ **Three Old Steps of Presentation Outlines**



Audiences Are Selfish



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What Audiences Remember

Audiences retain only a limited amount of information after hearing a message...



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Source: Perceptive Listening, Florence I Wolff and Nadine C. Marsnick

5 Tips for Making Your Presentation Fun, Painless & Powerful

1. **Be Prepared**
2. **Practice**
3. **Know Your Audience**
4. **Humanize Yourself**
5. **The Q&A**



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Why Some Ideas Survive
and Others Die

MADE to STICK

Chip Heath & Dan Heath

Read by Charles Kahlenberg
AN UNABRIDGED PRODUCTION



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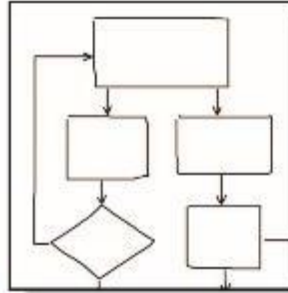
Simple



Credible



Structured



Unexpected



Emotional



Concrete



Story-formed



SUCCESS Rubric

Simple

- Have you stated clearly what it is you want to get your message across?
- Can the information be broken up into a small bit?

Unexpected

- What are you doing to keep the audience engaged?
- Would you be interested if you saw this on stage?

Concrete

- Are you using any data or statistics?
- Can you add any real life examples?

Credible

- Are you giving a requested source of your background?
- Can you add them to other sources or evidence?

Emotional

- Can you make an honest wish or hope?
- Does this make sense for the situation?

Story-formed

- Does your presentation have a beginning, middle, and end?
- Does this make sense for the situation?

Structured

- Does your presentation have a clear beginning and end?
- Does your presentation have a clear middle and end?

K.I.S.S.



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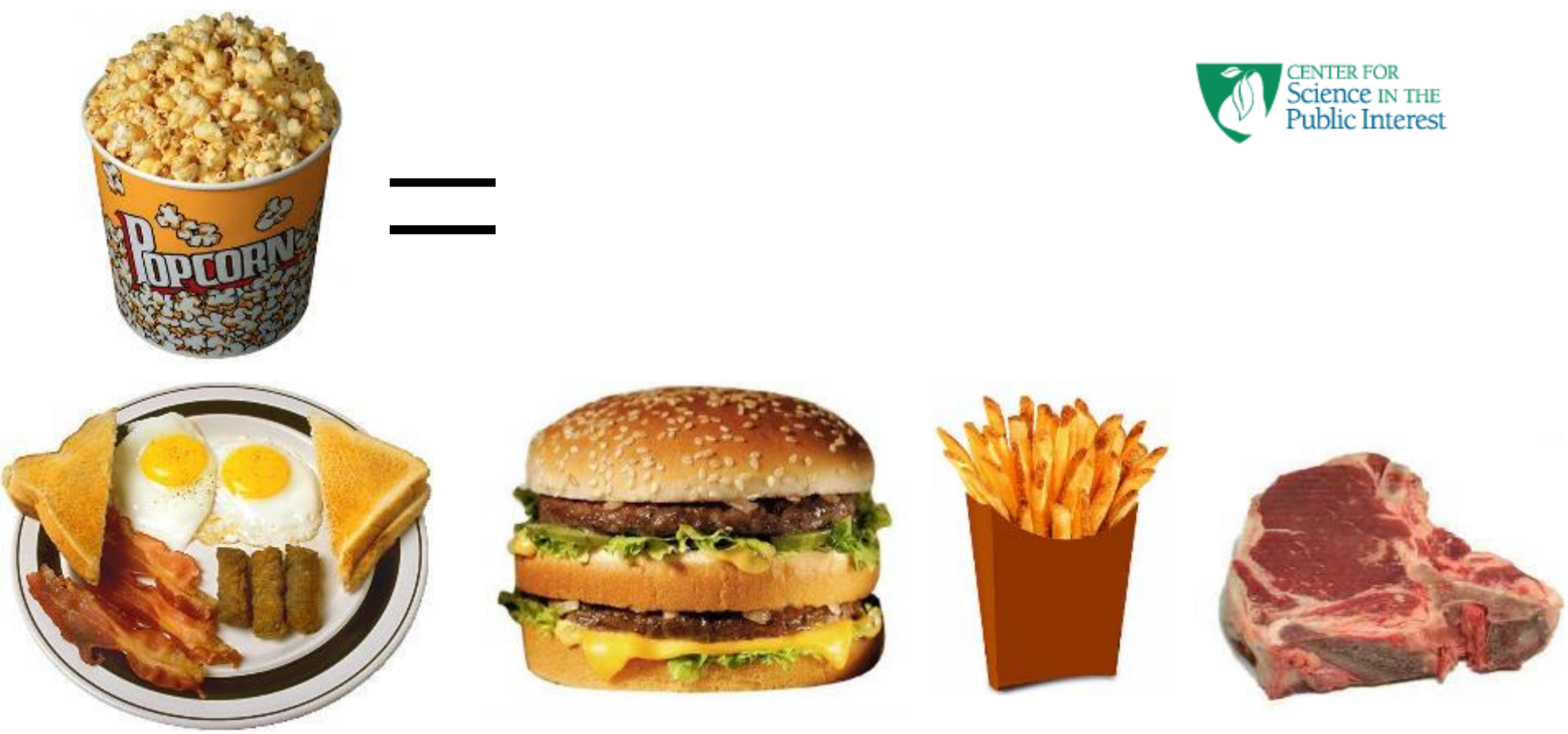
Popcorn Anyone?



= 37 grams fat



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=

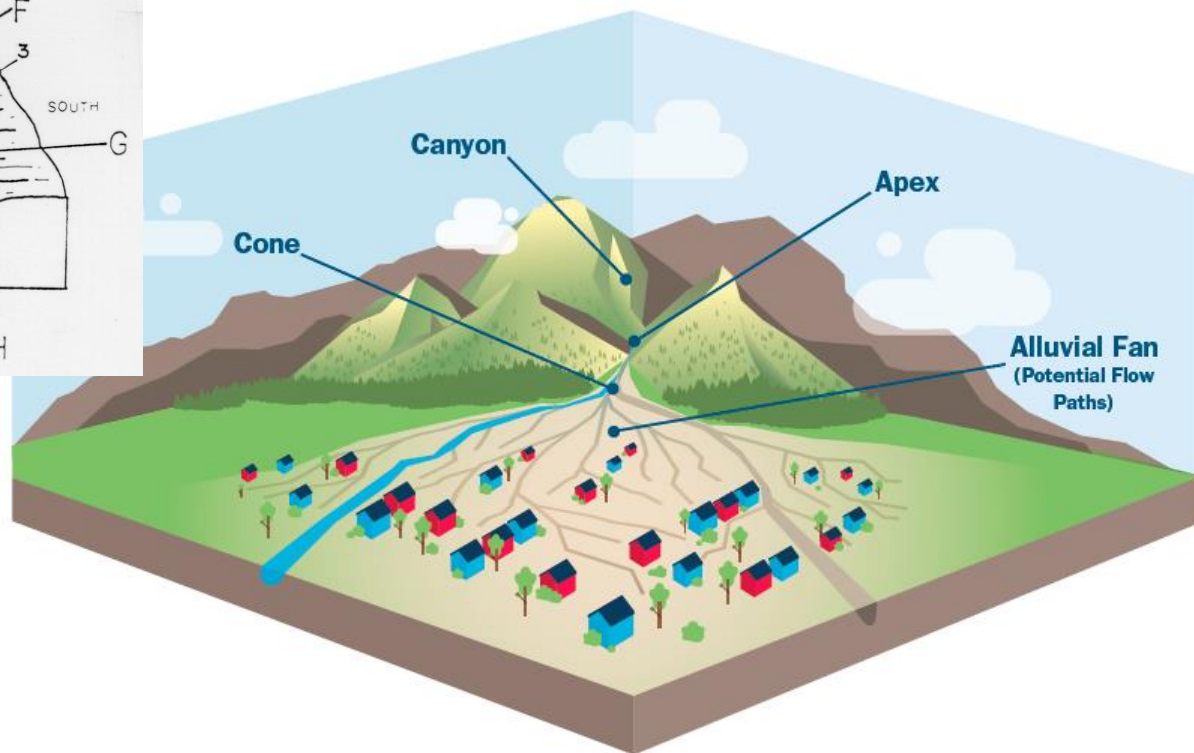
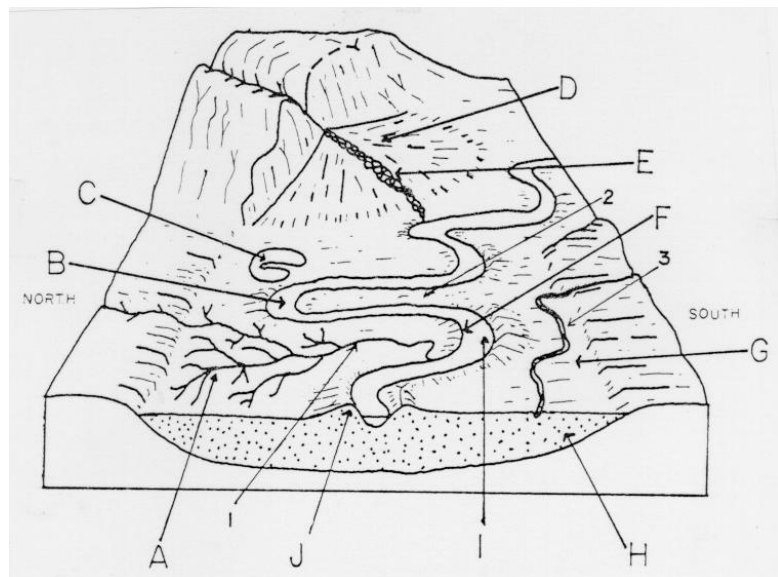
The New York Times

How About Some Popcorn With Your Fat?

By WILLIAM GRIMES

The scariest thing at the movies isn't Jason or Freddy Krueger. It isn't even Mickey Rourke in a dramatic role. It's popcorn.

Demystify Complex Information



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Table Exercise

- ▶ **Select a technical concept or specific number you want a community to understand.**
- ▶ **What is an analogy or creative way to make that concept simple and sticky?**



**KEEP
CALM
AND
SIMPLIFY**

Intermission



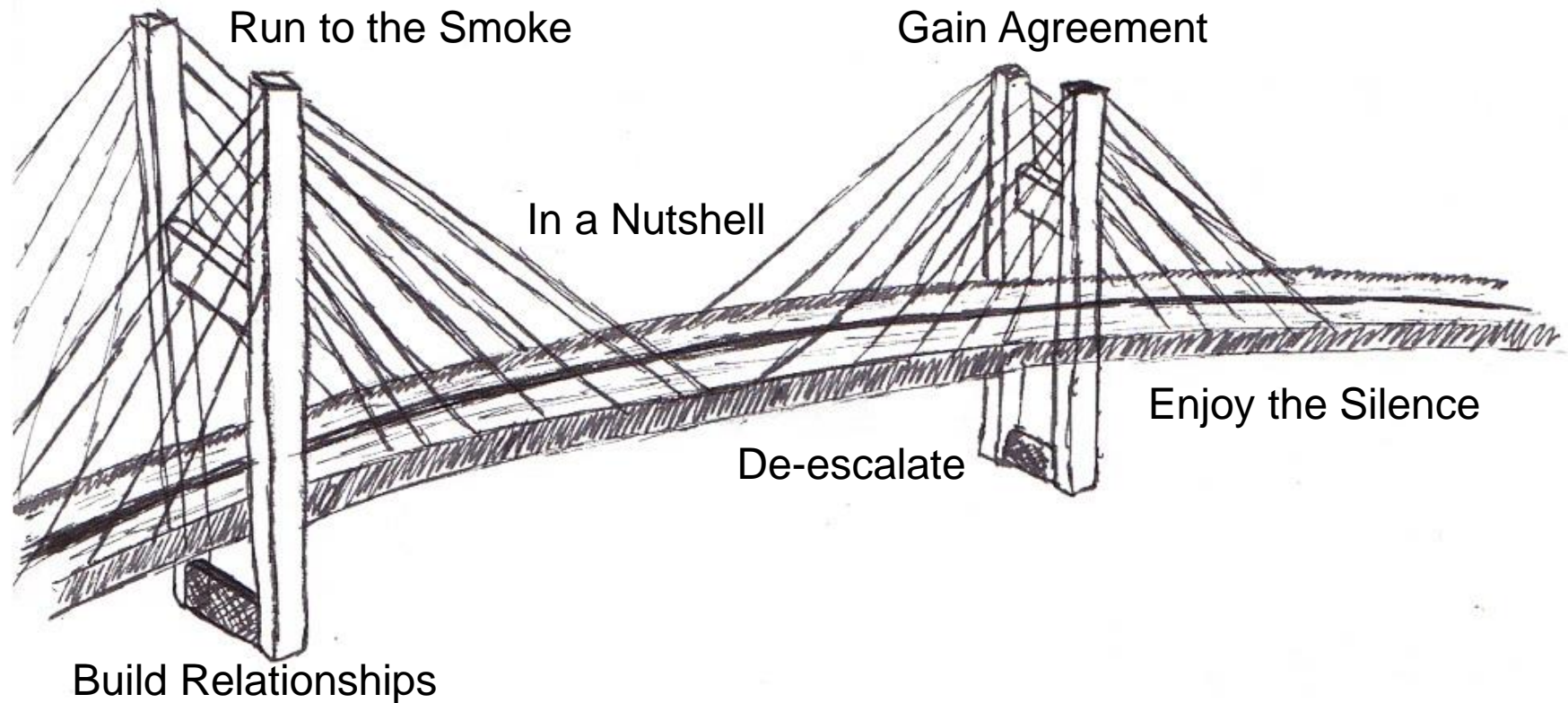
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Enhancing Collaboration: Build a B.R.I.D.G.E.



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Build a B.R.I.D.G.E.



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Your Objective: Build Relationships



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Run to the Smoke

- ▶ **Acknowledge the problem**
- ▶ **Own the issue**
- ▶ **Speak directly to the path forward**



In a Nutshell: Be Succinct

- ▶ **In our zeal to convince others during a conflict discussion, we forget the value of brevity.**
- ▶ **Don't slip into lecture mode.**
- ▶ **A lecture is viewed as patronizing, which hinders resolution of the conflict.**
- ▶ **State your position succinctly and move on.**



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Are you Escalating or De-Escalating?

► Escalators add fuel to the fire.

- “You are making a mountain out of a molehill.”
- “You are not being reasonable.”
- “That’s an unfair question.”
- “It’s the law, so you don’t have a choice.”

► Non-verbal behaviors

- Raising your voice
- Condescendingly patting someone on the shoulder
- Frowning or looking angry
- Sighing or rolling eyes

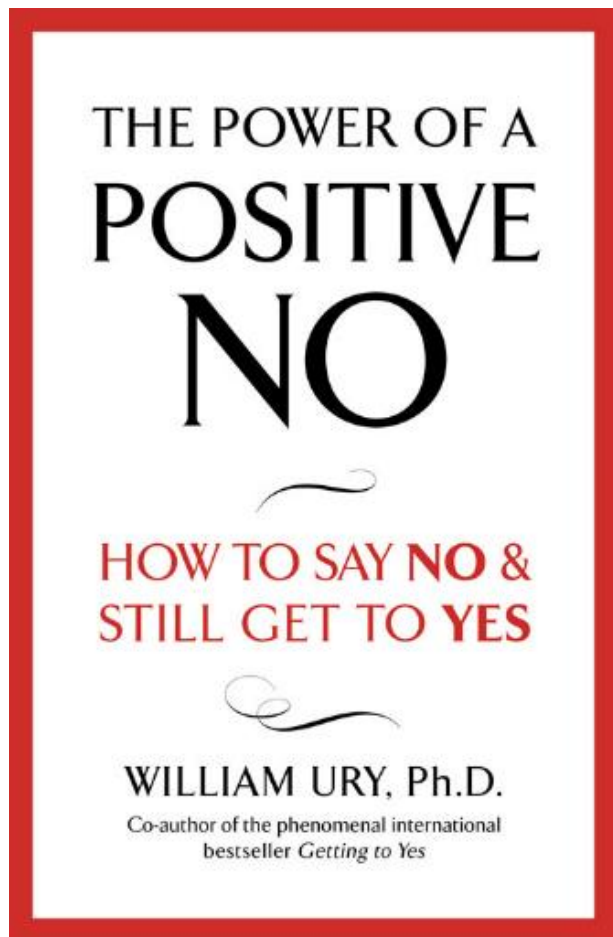
► De-escalators bring cool and calm to the room.

- “What are your main concerns?”
- “I understand your concern.”
- “I can clearly see how that is adding confusion here.”
- “Tell me more about that.”

► Non-verbal behaviors

- Active listening
- Not interrupting the other person while they are speaking
- Having a neutral expression and body language

Gain Agreement



The Formula:

Yes! No. Yes?

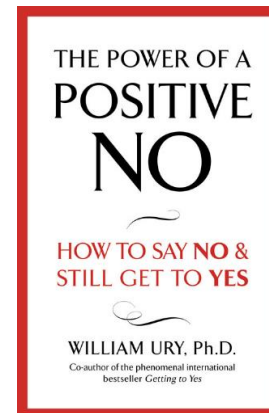


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Here's the Formula

► **Yes!** Agreement.

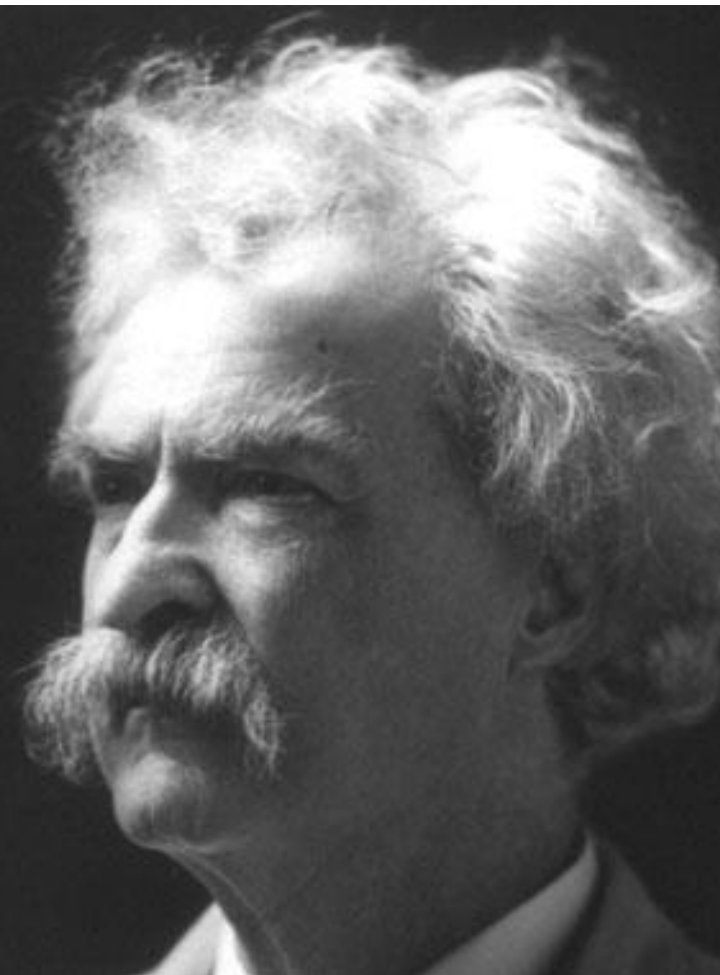
► **No.** A firm NO.



► **The Yes?** Creates the Path Forward.

Enjoy the Silence

The pause is
the *most*
underutilized
part of speech.

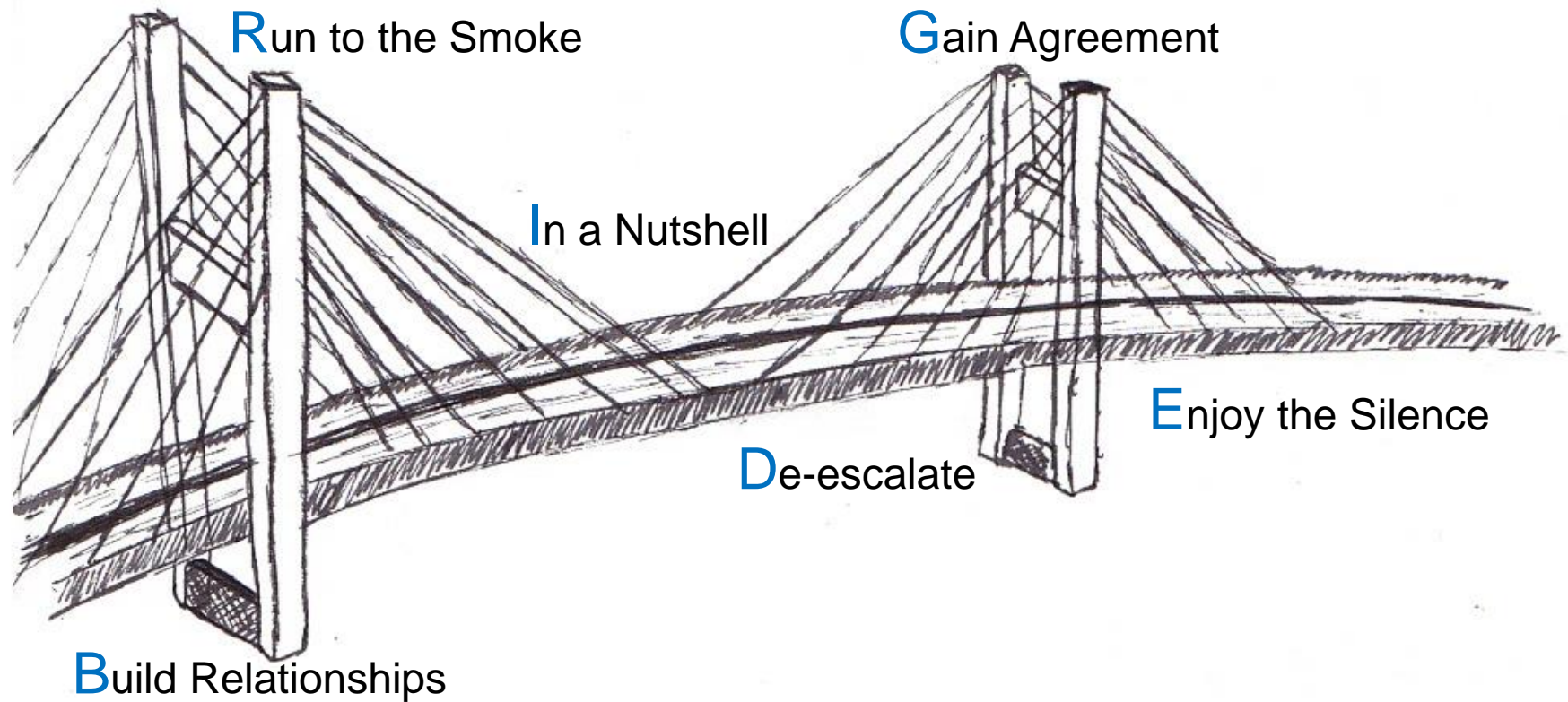


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Table Exercise

- ▶ Select a **real-life scenario** where you need to say No
- ▶ Build out your “Yes! No. Yes?” Scenario
- ▶ **Practice with your table**
- ▶ **5-minutes (GO!)**
 - **Yes!** Agreement.
 - **No.** A firm NO.
 - **The Yes?** Creates the Path Forward.

A B.R.I.D.G.E. To Trust



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Delivering The Message



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Top Ten Tip's for Delivering Your Message

1. **Arrive Early**
2. **Introduce Yourself (If Possible)**
3. **Be Polite to Everyone**
4. **Be Specific, Stay on Point and Know Your Facts**
5. **Speak Plain Language**
6. **Don't Be Defensive and Don't Try and Hide**
7. **Never Repeat the Propaganda of Detractors**
8. **If You Don't Know the Answer Don't Wing It**
9. **Wait Until You're Finished Speaking to Distribute Information**
10. **Don't Get Into a Debate and Remember the "Three Strikes and You're Out" Policy**





A Final Idea...



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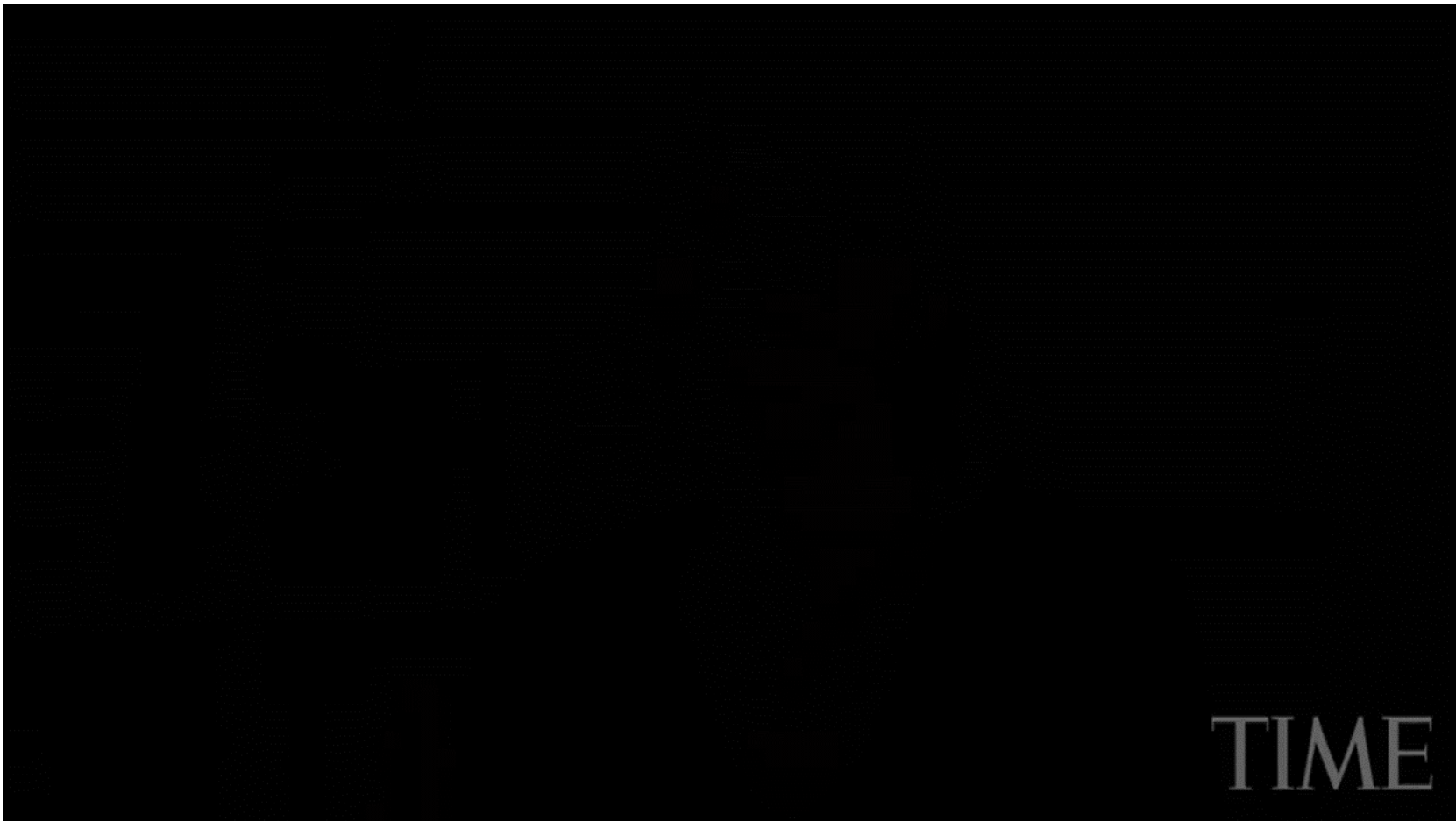
Final Thought: It's All About Confidence



Amy Cuddy's research on body language reveals that we can change other people's perceptions — and even our own body chemistry — simply by changing body positions.



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TIME



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Power Posing



A. Taking up a large swath of desktop real estate



B. Crossing the arms and legs



C. Touching the neck, face or hand

Who's in Charge Here?

Researchers have identified high- and low-power body language. Spot which positions convey authority.



D. Staking out a broad surface with the hands



E. Leaning elbows on the table, arms folded



F. Opening limbs expansively



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3 Lessons Learned

Questions?



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Thank You

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